

**CULTURAL COUNCIL of VOLUSIA COUNTY
REGULAR MEETING MINUTES**



January 29, 2010

MEMBERS:

Katherine Smith-Williams, Chair
Wendell Jarrard, Vice Chair
Bob Dahlen
Bill Dreggors
Gary Libby
Tim Ludwig
Donna Sue Sanders
Jim Ward
Sandra Wilson

MEETING PLACE:

Vol. County Lifeguard HQ & Admin. Ctr.
515 S. Atlantic Ave.
Daytona Beach, FL

STAFF: Nancy Maddox, Mike Fincher

GUESTS: Neil Harrington, Farrokh Assad, Wayne Atherholt, John Wilton, Laurie Gomon Ring, Ann Brady

CALL TO ORDER/ROLL CALL – Chair Smith-Williams called the meeting to order at 9:00 a.m. Roll was called. Ms. Sanders and Mr. Dahlen were absent.

APPROVAL OF MINUTES – The minutes from the September 25, 2009 and November 20, 2009 meetings were submitted for approval.

MOTION by Member Libby, 2nd by Member Jarrard, *“To approve the minutes of the September 25, 2009 meeting of the Cultural Council of Volusia County as presented. Motion passed unanimously.”*

MOTION by Member Libby, 2nd by Member Wilson, *“To approve the minutes of the November 20, 2009 meeting of the Cultural Council of Volusia County as presented. Motion passed unanimously.”*

ART IN PUBLIC PLACES COMMITTEE REPORTS

Historic Courthouse Plaza Chess Park – Mr. Fincher reported that the contract had been signed and that the paint and scaffolding were on order and the artist planned to start next week. Mr. Ludwig reported that he had learned from the artist that Facilities had obtained the use of a power lift rather than scaffolding. The Chair asked if the design was still the one that the council had approved last September. Mr. Fincher advised that was the case. The Chair asked if there had been any further discussions about the artist being contracted privately to do the other two panels. Mr. Fincher advised that since the park had been turned over to the City of DeLand that this was not currently being considered.

Deltona Regional Library Expansion/ Lyonia Environmental Center – Mr. Fincher advised that the project was completed. The last piece, the desk, had been installed this week. All that remains is to install signage. Ms. Maddox advised that the art and the artists would be recognized at the Scrub Jay Festival to be held at the Library and Lyonia Environmental Center on February 20, 2010. Vice Chair Jarrard asked if staff could send photographs of some of the art for the members to see. Mr. Fincher agreed to e-mail images.

OLD BUSINESS

Ocean Center ECHO Gallery Policy – Ms. Maddox reported that staff had developed a draft policy that had been reviewed by the Ocean Center Staff and that we would be setting up public meetings in the near future to get input on usage of the ECHO Gallery. Once input is obtained, it will be worked into the draft and presented to the CCVC for review prior to submitting to County Council for action.

Member Libby requested that the draft policy be distributed to all Cultural Council members along with the summary page from the ECHO grant application for review and comment before conducting public meetings. Mr. Fincher agreed to send to each member and incorporate their comments as appropriate.

Signage Standard for Art in Public Places – Mr. Fincher reported that no action has been taken yet to retrofit any existing signage with the standards agreed to at the last meeting but that this standard would be applied to the signage being developed for the Deltona Library.

Community Cultural Grant Program Update – Mr. Fincher reported on the two recently held public workshops and identified the new organizations in attendance and also those not returning. Ms. Maddox reported that the changes to the program recommended by the CCVC had been presented to the County Council for consideration on January 21. Of the five recommendations presented, the only one approved was the requirement that eligible organizations spend their grant funds on programs exclusively within the Volusia County; and also that eligible organizations must have a working board of directors with representatives from Volusia County that meets regularly and monitors and directs the operation of the organization.

Member Libby said he was surprised and disappointed that more representatives from the CCVC could not attend to address the issues directly with the Council. Vice Chair Jarrard advised that he was in attendance and that the Council had asked no questions. He further advised that he had spoken to three of the Council members directly and they were each opposed to all the recommended changes at this time except for the one approved. The Chair pointed out the CCVC members needs to communicate with their respective Council member prior to the item being discussed at a Council meeting. Member Libby asked staff to ensure that CCVC members be given the information about these meetings well in advance.

NEW BUSINESS

Election of Chair and Vice Chair – Member Smith-Williams thanked the members and staff for the opportunity to serve as Chair for the past two years and pledged her support to help the incoming officers in any way possible. She then turned the meeting over to Ms. Maddox to open the floor for nominations for Chair for 2010

Member Libby nominated Wendell Jarrard for Chair. The nomination was seconded by Member Smith-Williams. No other nominations were heard. The nomination was approved unanimously.

The floor was then opened for nominations for Vice Chair.

Member Smith-Williams nominated Jim Ward for Vice Chair. The nomination was seconded by Member Libby. No other nominations were heard. The nomination was approved unanimously.

The gavel was passed (symbolically) to Chair Jarrard who took over conducting the meeting at this point.

Goals for 2010- The Chair made reference to the Goals for 2010 distributed by staff and suggested that members review them and bring forth any additions, deletions or revisions to the next meeting when they can be approved.

Loan of sculpture to the County by the Museum of Florida Art – The Chair referred to the letter and photograph from the Museum of Florida distributed by staff and then introduced Dr. John Wilton from the Museum for any questions. The Chair asked if the Museum was proposing locating the sculpture on the grounds of the new Justice Center in DeLand. Dr. Wilton advised that this was the Museum’s first choice but that they would consider other options.

Member Ludwig inquired about the cost. Dr. Wilton advised that the sculpture was currently being stored in DeLand so the transportation cost would not be significant. The expense would be in the setup and anchoring and that would depend on where it was installed as to whether a concrete pad was required. He advised that they were not seeking financial support from the County for the effort except for perhaps some in-kind labor.

Member Libby inquired as to whether the judges or Court administration had given their approval. Dr. Wilton advised that this was the first effort so far. Member Libby advised that based on previous experience with Art in Public places for the Justice Center that the judges take a very active role in approving in art installed in the facility and suggested that their input and approval be sought before proceeding any further.

Ms. Maddox advised that Staff would meet with Court Administration to obtain the position of the judicial staff. Approval will also be necessary from the County Manger’s Office, most likely Charlene Weaver, who is the Deputy County Manager responsible for all County buildings. Staff will also check on this.

Member Ludwig asked about ownership and Dr. Wilton advised that the piece would remain in the Museum's collection but would be on indefinite long term loan to the County's Art in Public Places program. Member Ludwig mentioned that we would need to consider liability to the County as well.

Vice Chair Ward recommended that the County Chair also be given the opportunity to review this request and advise as to whether the County Council needs to approve this. Staff will discuss with the County Chair once the court staff has weighed in and report back at the next meeting.

Member Ludwig asked if the CCVC members were in support of proceeding and the consensus was that they were in favor if the process is properly followed.

State of the Arts License Plate Report – Ms. Maddox distributed a copy of the 2009 Specialty License Plate report filed with the State of Florida detailing income and expenditures associated with the State of the Arts License plate fund. She provided copies of the children's educational booklet that we funded for the Museum of Arts & Sciences "Reflections" exhibit and explained the other miscellaneous expenses paid from this fund.

Member Libby asked how these expenditures were decided upon. Ms. Maddox advised that the process is to request from the CCVC approval each calendar year of general plans for educational partnerships with cultural organizations, community art projects and routine administrative expenditures. This is then presented as an agenda item to the County Council for final approval. Since income to this fund is variable, staff reports back to the CCVC annually what projects were actually funded based upon funds availability.

Member Libby asked whether these funds could be used to supplement the Community Cultural Grant. Staff advised that re-granting was permitted as long as it was for organizations or individuals that met the program's eligibility standards. The authority of the Local Arts Agency is very broad. She advised that since we were now no longer receiving a State Local Arts Agency support grant, that the Arts License Plate revenue is the only funding source available for us to produce or support any arts education or community arts projects directly under our own umbrellas as a Local Arts Agency.

Member Ludwig stated that he did not think it was necessary for the CCVC to approve staff's minor administrative expenses from this fund, but he would like to see the council consider larger projects on an annual basis, particularly ones that could help smaller organizations do something that they could not do without some type of one time assistance.

Member Libby agreed that major special projects would be a good idea but he would like to see more money put toward a major marketing campaign to sell more Arts Licenses first in order to build up a significant account from which to fund special projects. The Chair suggested promoting the License Plate program at art festivals. Staff is planning to work with the CCF to get their assistance in promoting the License Plate in their marketing campaign. Member Libby suggested that staff develop a recommendation for a budget for a major marketing effort. Member Smith-Williams suggested that staff produce a list of some of the programs that this fund has supported in the past as means to help sell the benefits.

Other New Business

Member Libby reported that he was at a Leadership Meeting recently where there were speakers from the Advertising Federation. One particular individual, Mr. Allen Jacobs spoke on new trends in business marketing utilizing new technology and strategies. He offered to put on a workshop on the subject at not cost to cultural organizations if anyone would be interested. Member Libby wanted to know if this is something that the council would be interested in pursuing. He suggested that perhaps this could be worked in conjunction with the program the Atlantic Center is considering doing on Social Media Marketing. He agreed to work with staff on putting this together.

Member Ludwig brought up an article in the New-Journal about the efforts of the Community Cultural Foundation to help re-brand Daytona Beach as a cultural destination. He suggested that perhaps the CCVC might wish to be involved with this process. Member Libby suggested that Mr. Bornia of the CCF might make a presentation to the CCVC about this effort. Staff will meet with CCF in this regard.

Ms. Maddox announced that the County Council will have a mini budget workshop for Cultural Programs, ECHO grants and Children & Families grants on February 25, 2010 in the Training Rooms. The exact time has not been set but staff will let everyone know once the details are established.

PUBLIC PARTICIPATION/VCCA REPORT

No VCCA report this month/

On behalf of Jennifer Coolidge of the Museum of Florida Art, Dr. John Wilton presented members with a book about their new exhibit featuring noted Florida artist Tony Eitherong.

Ms. Ann Brady of the Atlantic Center for the Arts reminded everyone about IMAGES art festival on January 30 and 31.

Chair Jarrard announced the new speaker series associated with the Museum of Florida Arts “Legendary Florida” program.

Member Libby announced that he plans to fund an update to the Economic Impact report produced several years ago utilizing new data from this year’s grant. He will work with staff to obtain the latest information.

Mr. Fincher announced that the next meeting will be held March 26 at the West Volusia Historical Society in DeLand.

ADJOURNMENT - There being no further business, Chair Jarrard adjourned the meeting at 10:13 a.m.

Respectfully submitted- Mike Fincher, Cultural Coordinator and Recording Secretary.